

TRAINING COURSES

The 2017 training programme will appeal to all individuals with an interest in business intelligence, whatever their level of experience, and whether they work in pharmaceutical companies, agencies/ consultancies or are independent consultants.

The training programme covers three areas:

Foundation Training builds upon the strong tradition of residential BHBIA courses over many years, providing those new to business intelligence, market research or sales analytics with a solid grounding in all key areas.

Ethics & Guidelines workshops are designed to help members become fully conversant with the legal and ethical issues that impact on healthcare business intelligence practice.

One-Day Workshops focus on specialised topic areas and are suitable for business intelligence professionals who would like to enhance their knowledge/skills in a particular area. These practical workshops are run by leading BHBIA member companies with expertise in the relevant field, or professional training organisations.

MRS/BHBIA – Training Collaboration

We are delighted to continue our special collaboration with the MRS (Market Research Society) which we hope will benefit members of both organisations. The MRS provides a comprehensive range of courses that complements the BHBIA programme.

BHBIA Members can register for any event in the MRS 2017 Learning & Development Programme at the MRS Member rates. (see website: Training Courses > MRS Training Course Offer).

This is a reciprocal arrangement – MRS members can register for BHBIA training courses at BHBIA member rates by quoting discount code MRS2017 (verification of MRS membership will be required).

In addition, the majority of BHBIA courses and events have MRS CPD accreditation, allowing MRS members to use these as a pathway to log CPD hours towards upgrading their MRS membership status.

WEBINARS

The BHBIA runs a series of webinars on a range of topics that are of interest to business intelligence professionals. They are run by BHBIA member companies with expertise in the relevant field, or, for ethics/guidelines topics, members of the BHBIA Ethics & Compliance Committee. Webinars generally take place on Friday lunchtimes from 12.30-1.30pm, but this may vary so please check the specific event details. Attendees join the webinar via an audio link and have the opportunity to submit questions online during the broadcast.

Webinars are open to full BHBIA members only and are free of charge, but as places are limited attendance is restricted to five places per agency (there is no restriction for pharma companies due to the small overall numbers of personnel).

For members unable to tune in on the day, recordings of all our webinars are available via the website (see Training/Webinars > Past Training/Webinars section to browse topics – or for a list of all past webinars visit Resources > Webinar Recordings).

In a new collaboration with The Pharmaceutical Marketing Research Group (PMRG) we are also pleased to offer members access to PMRG's archived webinars (see Training/Webinars > PMRG Partnership).

WHY ATTEND A BHBIA TRAINING SESSION?

BHBIA courses are run by the industry for the industry. The BHBIA is non-promotional and unbiased, and is widely recognised as a standard setter in training courses for business intelligence professionals across the spectrum from market research to sales analytics. The limited number of attendees at workshops and foundation courses means that the conveners will have time to answer your specific questions.

BHBIA members are eligible for discounted member rates on all training courses detailed in this leaflet.

* Early Bird Discounts are available on both member and non-member training course rates and bookings for the Annual Conference (members only) – see website for full terms and conditions.

EVENTS

The BHBIA runs a number of member only events including the Annual Conference, Members Exchange Forum and Winter Seminar. In addition, member forums are convened from time to time to update members on topical issues, provide an opportunity to input into the BHBIA agenda, or for specific sub-groups of the membership to discuss issues that are pertinent to them – e.g. Fieldwork Forum, Personal Members' Forum.

BHBIA Winter Seminar – This educational one day meeting takes a look at a theme that's of broad relevance to the healthcare industry, bringing the BHBIA audience up to date on the implications for business intelligence.

BHBIA Annual Conference – This is our premier event of the calendar. The two-day meeting focuses on a topical theme for the healthcare industry which directly impacts on business intelligence issues. Key speakers from the healthcare arena and other industries are invited to the platform to give their perspective on current thinking. Formal sessions, coupled with training workshops and an agency fair, provide an interactive programme designed to stimulate debate and cross-fertilisation of ideas among delegates.

Members Exchange Forum – This half day event aims to provide members with a facilitated forum to discuss and share ideas around key topics affecting the industry.

The Summer Evening Event is open to all those with an interest in healthcare business intelligence.

HOW TO BOOK

Book your place now online at www.bhbia.org.uk

As each event approaches you will be able to find detailed information, including full programmes, in the 'Training/Webinars' or 'Events' sections of the website.

ONLINE TRAINING/TESTS

The BHBIA currently offers two web-based training programmes for business intelligence professionals:



ABPI-approved BHBIA Adverse Event Reporting Training Programme



BHBIA Legal and Ethical Guidelines Training Programme

As part of each programme, BHBIA members have the opportunity to take a Competency Test to assess their knowledge and on passing the test are issued with a Certificate of Competency which needs to be renewed annually, by 31st October each year.

Successful completion of both programmes is recommended for all personnel involved in market research in the UK. Opted-in individuals who have passed the tests now have coloured star symbols alongside their names in the online Members' Directory (if listed), denoting their certification status.

There is also a separate programme designed specifically for those involved in reviewing and approving market research materials, and from time to time slides from ethics & compliance webinars are made available within the Online Training/Tests section.

These programmes can be accessed via the Online Training/Tests section of the website, which takes you to our new training microsite for a better and faster training experience. (In this section you will also find details of a special BHBIA/EphMRA Guidelines Competency Test Collaboration, designed to save time for those who are members of both organisations).

Membership of the BHBIA allows all employees based at the member company's office to take the online training programmes and obtain competency certification. Certified non-membership also confers this benefit for all employees. (All website users can study the training materials but only BHBIA members/Certified non-members can take the competency tests).

British Healthcare Business Intelligence Association

To promote the excellence with integrity of Business Intelligence within the Healthcare Industry.

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Learning and Development 2017

Foundation Training, Ethics & Guidelines, One-Day Workshops and Webinars

One of the core aims of the BHBIA is to provide an educational programme of practical applications and techniques in business intelligence.



10% Early Bird Discount on Training Courses*

Follow us on @BHBIAssociation

Find us on [linkedin.com/company/bhbia](https://www.linkedin.com/company/bhbia)

JANUARY

24th January – Uncovering the Unconscious in Qualitative Market Research

Members: £449 + VAT **Non-Members:** £549 + VAT

The unconscious mind is the seat of our motivations. It communicates in feelings, not words. Market researchers are continually exploring new, innovative ways to uncover the unconscious drivers of behaviour. Expert speakers will invite delegates to consider techniques from psychology, counseling, life coaching and the Samaritans and learn how engaging respondents in purposeful dialogue can get to the root of almost everything. Traditional methods of eliciting information will be firmly challenged and the self-awareness of the researcher will be explored, in terms of how this impacts on the research process.

27th January – Real World Data – The Current Enigma in Medical Research

Members only: Free

Real World Data (RWD), the buzzword in clinical research, health economics, market access and Pharma marketing is ill-defined. Where do patients fit into RWD? Are patients not pivotal? It is our aim to look at current definitions, practical problems in collecting, pitfalls in interpreting and the many benefits of using RWD.

FEBRUARY

2nd February – The Magic of Conference Presenting

Members: £449 + VAT **Non-Members:** £549 + VAT

This highly practical one-day workshop will ‘unpick the magic’ behind excellent conference presenting and will comprise a mix of interactive and experiential sessions covering the physiological, psychological and practical aspects of presenting, with an opportunity for individual feedback. The day is particularly tailored to those who will be presenting at the 2017 BHBA Annual Conference, but is suitable for anyone who would like to hone their skills in presenting to larger audiences.

10th February – How Social Media Informs Business Intelligence Strategy

Members only: Free

This session is designed to help attendees understand and utilise social media in healthcare business intelligence in order to create positive results for the business as well as customers. You will hear from experts on the topic and discover how pharmaceutical companies are innovating in this area. We will look at how social media fits into both business intelligence and marketing with an opportunity to ask questions on what is pertinent to your needs.

MARCH

2nd March – Empowering the Analyst

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will help analysts move towards being business partners rather than just providers of data. Learn how to put yourselves in the shoes of your sales and marketing colleagues so that you can go beyond data analysis to explain the ‘why’ as well as the ‘what’. Gain the confidence to challenge requests, learn to say ‘no’ and be able to help your colleagues master data more effectively. Thus enabling you to focus on adding value to the business.

10th March – Practical Considerations and Issues in Patient Research

Members only: Free

Conducting patient research is not always a simple or well-defined process. There are a number of issues to consider in both the way in which patient research is conducted as well as how it is used. In this webinar we will provide an overview of the considerations to designing patient research, the practical points to address and the need for all stakeholders to be clear about the required outputs of the research.

16th March – Optimising Segmentation

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will be in two parts: Part one will explore what business challenges segmentation can answer and when to perform it, the different types, tools and analytics used, a framework for successful segmentation projects and how to develop outputs/impactful results. Part two will focus on implementation – i.e. embedding customer segments within a pharma company’s business. The segments need to resonate with everyone that touches the brand, and every customer should understand the benefits of having their needs as the core focus of the organisation.

24th March – Compliance Do’s and Don’ts when Using Secondary Data for UK Healthcare BI

Members only: Free

The BHBA has produced a comprehensive set of guidelines on the legal and ethical implications of using secondary data for market research and associated business intelligence purposes such as database building or customer relationship management. The guidance includes data protection requirements and tells you what you must and mustn’t do from a legal standpoint, protecting you, your data and those that provide the data. In this webinar we will provide an overview of the guides that are available online and direct you to right ones to get the answers to your key questions.

APRIL

7th April – Sales Force Effectiveness Techniques for Pharmaceuticals

Members only: Free

In this session we will share tips and tricks to have in your armoury and pitfalls to be aware of – covering a number of typical SFE topics such as target-setting, forecasting, territory optimisation and account segmentation. The webinar will be of benefit to those new to SFE as well as people with more experience who are looking to pick up some new ideas.

27th April – Legal and Ethical Guidelines

Members: £449 + VAT **Non-Members:** £549 + VAT

A chance to increase your practical understanding of both the BHBA’s Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBA Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach that follows the course of a market research study. There will be plenty of time for questions and discussion, offering the opportunity to learn from others’ issues and experiences. The course is continually revised and updated to incorporate the latest issues and changes in guidance.

MAY

8-9th May

Annual Conference: ‘Positive Disruption’ and BOBI Awards Ceremony

19th May – NHS Update – Latest Developments in the UK Health Service

Members only: Free

In this webinar we will talk you through the latest NHS changes that may be affecting the business in which you work or for which you provide services. Rather than starting from basics, we will focus on what’s new in terms of: NHS structures, Influencers and decision makers, Funding flows, Healthcare commissioning and Health technology assessment processes.

JUNE

6th June – Innovating through Analysis

Members: £295 + VAT **Non-Members:** £350 + VAT

Secondary data analysis is often used as the foundation and starting point of many projects. The power and insights driven by a strong analysis are often overlooked in favour of either a traditional qualitative or quantitative primary research program. In this workshop our expert speakers will share ideas and provide a platform for discussion on how as an industry we can take the complexities of our data and synthesise into actionable insights that can help shape business aspirations during pre-launch and launch phases, through to the loss of exclusivity and beyond. (Half-day workshop – morning. The annual Analytics Forum will take place in the afternoon).

7th June – Management Skills Training

Members: £449 + VAT **Non-Members:** £549 + VAT

Increase your personal impact and influence and gain confidence in handling difficult situations and convincing others to adopt your ideas. The precise content of the workshop will be developed in consultation with members, and will be published online closer to the event date. The day will be run by an external professional training organisation.

12-13th June – Introduction to Pharmaceutical Sales Research and Analytics

Members: £870 + VAT **Non-Members:** £980 + VAT

This residential foundation course will cover all aspects of the sales analyst’s role – including stakeholders & business needs, sales & CRM data analysis and presentation, targeting & segmentation and tools for measuring call quality. Delegates will be encouraged to share their experiences to date, and there will be an emphasis on practical workshops and simulation exercises.

23rd June – Working with Key Opinion Leaders

Members only: Free

This webinar will look at how to identify Key Opinion Leaders (KOL mapping) and best practice in engaging with them for market research. We will also explore how market research interfaces with marketing and clinical research when working with KOLs and how good communications can ensure that these relationships work effectively.

29th June – Introduction to UK Pharma Forecasting

Members: £449 + VAT **Non-Members:** £549 + VAT

A practical guide to the basics of forecasting for those with little or no experience. It will cover 1. how to build a basic sales forecasting system with time series data as well as ROI models when evaluating sales executions and promotional activity. 2. forecasting for new product launches using Epi data for prevalence, and custom market research for estimating likely uptake. 3. the difference between cross sectional forecast models and patient flow models. Learn how BI can best support the brand team when building and maintaining forecast systems.

SEPTEMBER

1st September – Case Studies in Patient Research

Members only: Free

This session will introduce experienced researchers to some case-based examples of learnings from a range of patient studies conducted in the UK. The presenters will draw from a variety of research as illustration, including both single country and multi-country studies, and will share some of their successes and challenges over the years, as well as giving insights into how to incorporate emerging technology such as biometric data.

7th September

Members’ Exchange Forum and Summer Evening Event

15th September – The New Data Protection Regulation – GDPR Update

Members only: Free

The General Data Protection Regulation (GDPR) will affect all researchers and analysts. With just 8 months to go until the new regulations come into force, is your organisation prepared? The Ethics & Compliance Committee will update you on the latest information and resources, as well as explaining how, if at all, the UK’s Brexit plans will affect implementation.

21st September – Introduction to the Pharmaceutical Industry and Business Intelligence Practice

Members: £275 + VAT **Non-Members:** £375+VAT

This workshop is ideal for placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your students to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run by experienced BI professionals.

28th September – Going Digital: Implications for Market Research

Members: £449 + VAT **Non-Members:** £549 + VAT

Digital technology continues to explode; devices, applications, and innovations promise to be the ‘next big thing’. Pharma marketing and digital teams want to be using ever more digital approaches with customers, and there are more opportunities to use digital technology in research methods. This session covers classes of emerging digital technology; principles for researching digital campaigns/approaches (e.g. mhealth); and digital methodologies (e.g. mobile, online communities, wearables) – when to use and when not to use.

OCTOBER

6th October – Getting your Market Research Sample Right

Members only: Free

What questions do pharma companies and MR agencies need to ask your fieldwork company to make sure you reach the right respondents in the most cost-effective way? During this interactive webinar we will share some expert tips about how simple guidelines to sampling will maximise both the quality of insight and your return on investment. Not to be missed!

12th October – Developing your Ethics Expertise – Further Guidance

Members: £449 + VAT **Non-Members:** £549 + VAT

This session is aimed specifically at those with a responsibility for compliance within their organisations. Guest speakers will provide updates on the latest legal and ethical requirements in areas such as data protection and pharmacovigilance. We will cover key considerations at each stage of the market research process so that you can make sure that your company meets the highest professional standards. Suitable for those who already have a good knowledge of the BHBA Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBA Guidelines for Adverse Event Reporting.

18th October – Bringing Qualitative and Quantitative Insights to Life

Members: £449 + VAT **Non-Members:** £549 + VAT

In an increasingly noisy commercial environment, how can we optimise the presentation of data and research findings, to bring the insights to life – and ensure they truly inspire our audience to take action? This practical workshop will be in two parts: 1. presenting qualitative data and market research findings 2. presenting quantitative data from a variety of sources, including secondary data analysis and quantitative market research findings. It’s designed to empower both agency and industry-side delegates: providing tools, tricks, and frameworks to create powerful outputs, and ensure your insights live on in your (or your clients’) organisation.

NOVEMBER

7-9th November – Introduction to Pharmaceutical Business Intelligence and Market Research

Members: £1,170 + VAT **Non-Members:** £1,330 + VAT

This three-day residential course for newer researchers provides a thorough understanding of market research and business information practice, through ‘hands-on’ workshops covering data resources, research techniques and other key areas. Whether you work in a pharma company or a research agency, the course will also enhance your working relationships through giving you a better understanding of what it’s like on the ‘other side of the fence’.

16th November – Launch Excellence and KPI Setting

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will guide you through the steps involved in executing an excellent UK launch, with a focus on the role played by business intelligence. Three key areas will be explored: 1. Benchmarking best practice – how to identify suitable analogues against which to compare 2. Learnings from companies who have launched excellently – what have they done differently from others to ensure their success, and 3. How to define a set of balanced KPIs to track your launch. To include a look at key considerations for forecasting – how to set expectations in a structured manner around launch, and an introduction to Organisation Design.

DECEMBER

1st December

Winter Seminar

Key

- Foundation Training
- Ethics and Guidelines
- One Day Workshops
- Webinars